

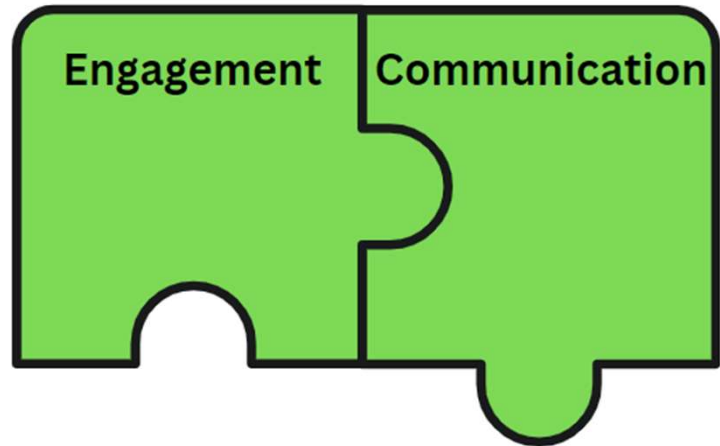
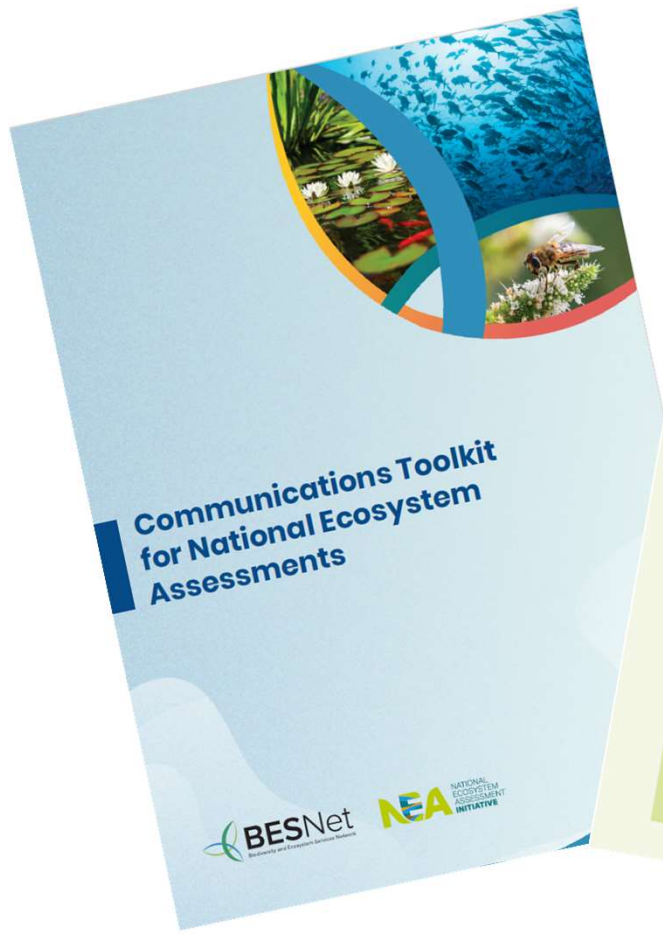
# TOOLKITS



# STAKEHOLDER ENGAGEMENT COMMUNICATIONS

Ceire Booth & Pratik Tandon, UNEP-WCMC

# New Toolkits!



# Stakeholder and knowledge holder engagement in national ecosystem assessments



Power/influence

Impacted

Interested

## STEP 1:

# Defining the purpose, objectives and desired outcomes of engaging stakeholders in the assessment

**Purpose:** to raise public awareness about the state of biodiversity and ecosystem services in the country and change attitudes about the value of protecting biodiversity

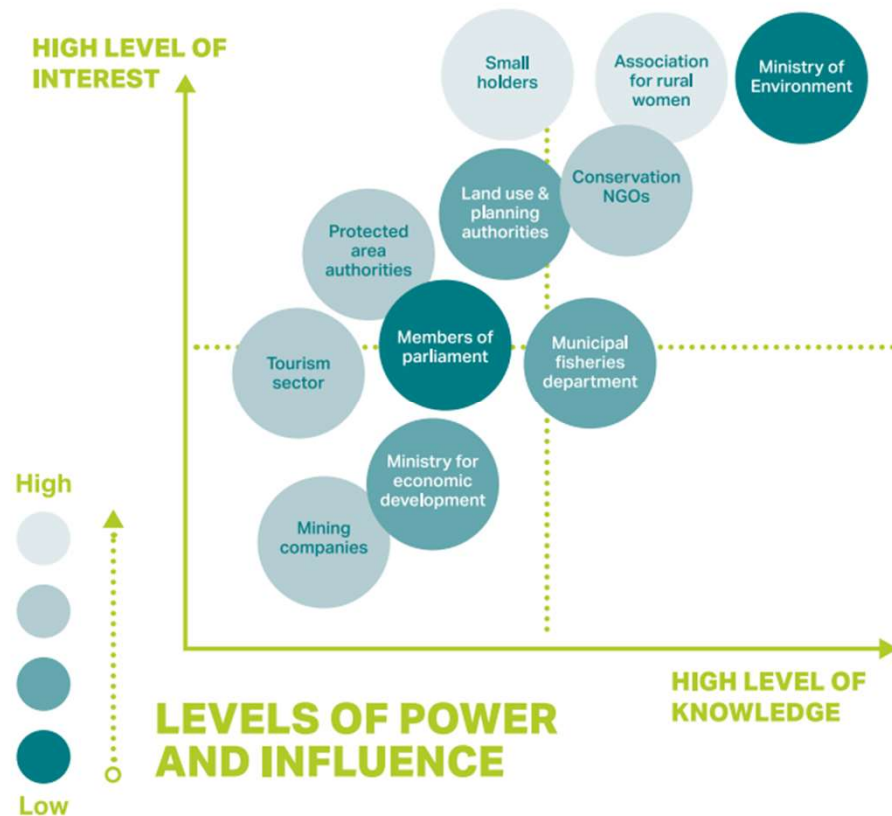
**Objective:** once the assessment is complete, to communicate the most important findings from the assessment to public audiences using suitable media channels.



## STEP 2:

# Stakeholder and knowledge holder identification and analysis

- Identifying your potential stakeholders and knowledge holders
- Mapping your stakeholders and knowledge holders according to their level of interest, knowledge, and power and influence
- Consider stakeholders and knowledge holders willingness and ability to engage



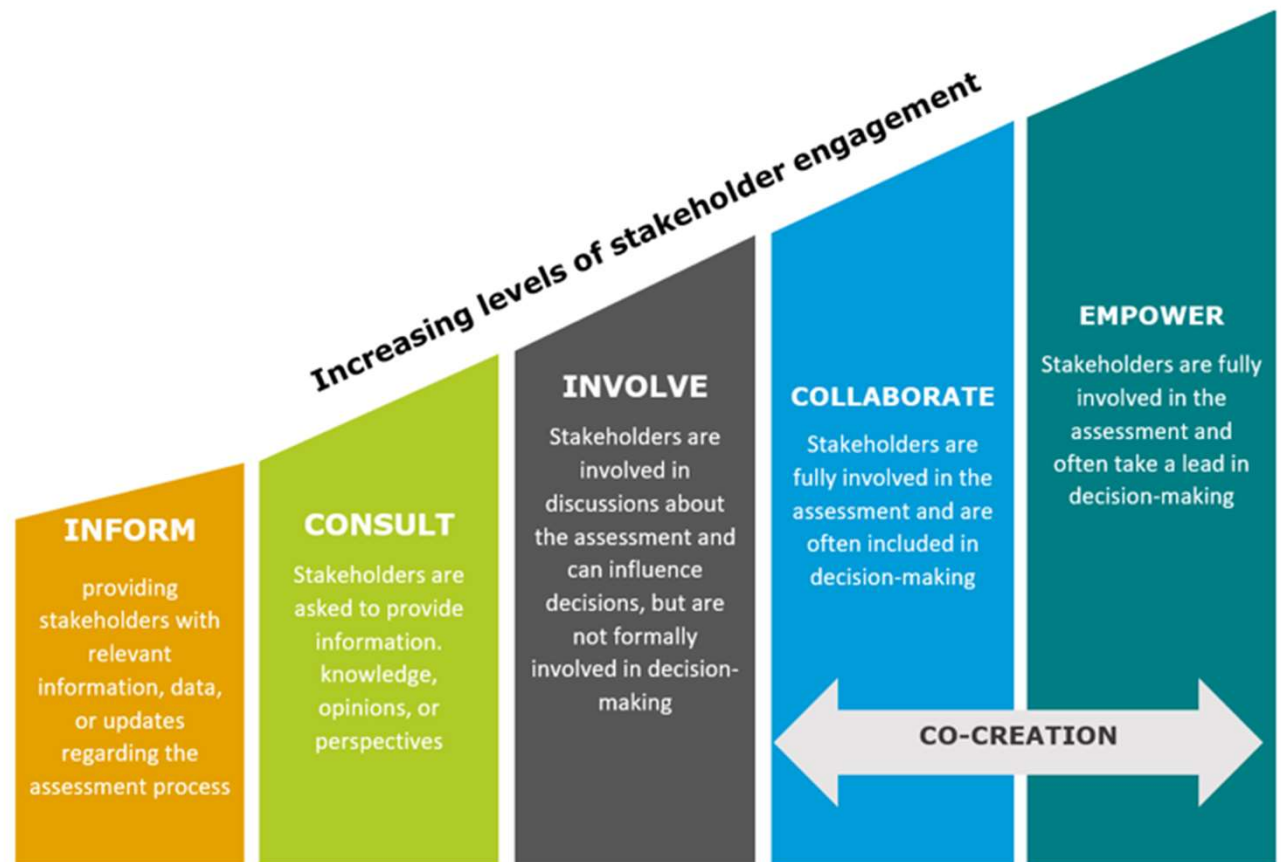
## STEP 3:

When to engage stakeholders and knowledge holders



## STEP 4:

# Choosing a suitable level of engagement



# STEP 4:

## Choosing a suitable method for engaging stakeholders and knowledge holders

<b>INFORM</b>	<b>PRESS RELEASE</b>	Arranging press releases at key moments in the assessment can be a good way of raising public awareness about the assessment. Press releases might be particularly effective for communicating and celebrating important milestones in the assessment, such as the assessment inception, stakeholder workshops, and the assessment launch.
	<b>SOCIAL MEDIA CAMPAIGNS</b>	Platforms like Facebook, LinkedIn, X (formerly Twitter), and other popular social media platforms can be used to publicise the assessment and its findings. For more ideas and inspiration on digital communications, see the NEA Initiative's Communications Toolkit (insert link when ready).
	<b>NEWSLETTERS</b>	Monthly, quarterly, or bi-annual newsletters can be circulated via email, print, and online platforms to share news and updates about the assessment to help people interested and engaged.
	<b>WEBSITES</b>	Websites are a practical means of storing and communicating news, information, and outputs related to a national ecosystem assessment, which people can access easily at any time.

<b>CONSULT</b>	<b>CONSULTATION WORKSHOP</b>	Consultation workshops are good forums for presenting information to stakeholders with the objective of collecting their thoughts and feedback in response to specific and often pre-defined questions. An example might include a stakeholder or knowledge holder workshop to discuss views and on the assessment findings.
	<b>SURVEYS AND INTERVIEWS</b>	Surveys and interviews are useful for collecting specific information in response to pre-identified research questions. Semi-structured interviews involve more open-ended questions that allow for flexibility and spontaneity when discussing topics with interviewees, which is often a more suitable method when the interviewer wants to gain deeper insight into a complex or unknown topic.
	<b>FRAMING WORKSHOP</b>	Framing workshops provide a space for different stakeholder groups to exchange knowledge, ideas, interests and perspectives on topics related to the assessment. For example, framing workshops have been used in national ecosystem assessments to bring together Indigenous Peoples and local communities, intermediary organisations, and assessment teams to discuss, provide insights and co-identify Indigenous and local knowledge-relevant themes and questions to be addressed by the assessment.

<b>INVOLVE</b>	<b>TRIALOGUES</b>	Triálogos are a highly effective method for getting input and/or co-creating knowledge with stakeholders and knowledge holders. For example, Malawi undertook a Triálogo to discuss and validate their key policy questions (see article here). Find more information about Triálogos in this guidance developed by BES-Net on <a href="#">Triálogos in National Ecosystem Assessments</a> .
	<b>KNOWLEDGE-EXCHANGE WORKSHOPS</b>	Knowledge exchange workshops are particularly effective for enabling the exchange of knowledge between stakeholders and knowledge-holders in the form of open-ended discussions (meaning that discussion is not constrained to a narrow set of closed questions). This method can be particularly effective for uncovering new knowledge and perspectives.
	<b>INDIGENOUS AND LOCAL KNOWLEDGE (ILK) DIALOGUE WORKSHOP</b>	An ILK dialogue workshop provides a platform for knowledge exchange between and among ILK holders and assessment authors, often leading to cross-fertilization of knowledge. Some ILK dialogue workshops can be considered under "collaboration and empowerment", such as review workshops in which ILK holders review, validate, and approve ILK content to be captured in the assessment products.

<b>COLLABORATE &amp; EMPOWER</b>	<b>NATIONAL BIODIVERSITY PLATFORM MEETINGS</b>	National biodiversity platforms provide the opportunity to give stakeholders and knowledge holders an equal seat at the table to share knowledge and raise ideas and concerns on the assessment and national policies on biodiversity and sustainable development more broadly. It is also an important mechanism for building the capacities of a broad range of stakeholders to engage at the science-policy interface. Find out more in our <a href="#">National Biodiversity Platform Meetings</a> guidance.
	<b>PARTICIPATORY 3D MODELLING &amp; WALKING WORKSHOP</b>	The assessment provides opportunities to conduct Indigenous-led research in collaboration with the assessment team to co-create knowledge. Some of the collaborative approaches include participatory 3D modelling (P3DM) and walking workshops. P3DM is a participatory mapping technique that integrates ILK spatial knowledge with data on elevation on land and depth of the sea. P3DM can ensure the participation of Indigenous Peoples and local communities and enhance the documentation of spatial ILK. The walking workshop is an interactive in-situ approach.



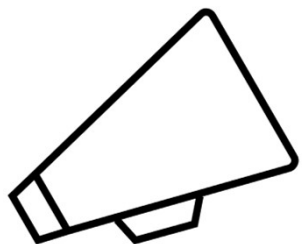
## STEP 4:

# Monitoring and evaluating the outcomes of your engagement activities

- It helps to assess whether the engagement approaches you are using are achieving the desired outcomes
- It creates a record of information to show stakeholders and knowledge holders how their contributions have been incorporated into the assessment



# Toolkit for Developing a Stakeholder and Knowledge Holder Engagement Plan for National Ecosystem Assessments



Look out for these icons in the Toolkit that give tips and suggestions for linking your engagement activities with your communications activities!

# How can this toolkit support you?



Provides assessment teams with clarity on who, why, when and how to engage stakeholders and knowledge holders in the national ecosystem assessment



Offers templates, tips, guiding principles and ideas for maximising the impact of stakeholder and knowledge holder engagement activities



Supports country teams to be resourceful with how time, money and resources are allocated to stakeholder engagement and communications activities



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# Communications Toolkit for National Ecosystem Assessments

# Aim of the Toolkit

**The toolkit contains guidance to support capacity for communications, specifically on planning and implementing communications activities that support the goals of a national ecosystem assessment.**



# **Part 1 : COMMUNICATION STRATEGIES AND TACTICS**

# Part 1: Communications strategies and tactics

**Step 1**



**Setting  
communications  
objectives**

**Step 2**



**Identifying your  
audiences**

**Step 3**



**Developing key  
messages**

**Step 4**



**Choosing the  
Communication right  
channel**

# Part 1: Communications strategies and tactics



**Branding and  
Visual Identity**



**Media Outreach**



**Digital  
Communications**



**Storytelling**





## **Part 2 : FROM STRATEGIES TO PLANNING ACTIVITIES**

## Part 2: From strategies to planning activities



**Developing a  
communications plan**



**Setting realistic  
timelines**



**Planning resources for  
communications**

## Activity instructions!

- Find your instruction and question sheet on your table
- You have **15 minutes** to work through the questions and plan your engagement activity
- There will be a prize for the team who comes up with the most creative engagement activity!

